

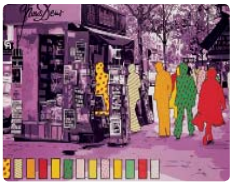
# BAUHAUS TV

*ikono*tv  
PLATTFORM BAUHAUSTV

## “Bauhaus – How would the Bauhaus have considered television?”



The Bauhaus (Staatliches Bauhaus) was founded as a workshop that aimed to remove the distinction between artist and craftsman ideologically and socio-economically. This Bauhaus concept, unique at the time, promoted not only the combination of education in the fine arts and crafts, but also expanded the reception and discussion of the Bauhaus ideas by the general public.



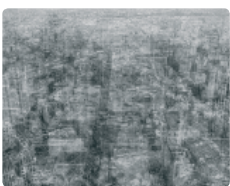
Following on from this idea, the BAUHAUS TV project asks a provocative question: How can the newest media technologies be utilized as an experimental platform for the development of artistic formats for the Internet and television?



Within the context of Bauhaus year 2009, we would like to invite selected visual arts, performing arts, and applied arts projects, as well as projects from the field of media production to join us in an artistic and curatorial cooperation. In the course of the year, the results of these collaborations will be presented and documented in their development using new media technologies.



The multifaceted project contributions will be used to develop filmic media formats. These will be incorporated into the visual media index of the BAUHAUS TV website. The different approaches will have their own visual language in their interdisciplinary intersection and will therefore be put up for discussion. BAUHAUS TV will use an multilingual Internet forum with the basic functionalities of a social network to keep all participants connected and up to date.



Contributions will be woven together into program formats, which will integrate all the different elements in the collaboration in an unique editing process. Deploying their experimental and manual languages, new stylistic elements for television will be developed. The public, as active participants, will inform the process.

In this project, BAUHAUS TV brings together artists, designers, architects and creative producers in the field of media as well as international institutions of education, cultural institutions, and the general public interested in the arts.

Collaborations are intended with the Zürcher Hochschule der Künste, the Architectural Association in London, the émaho in Marseilles, the Art Institute in Chicago, the C3 Center for Culture & Communication Foundation in Budapest, and activities in the framework of the BauhausLab and the Bauhausjahr 2009 in the region Erfurt Weimar Jena.

To bridge collaborative artworks and events conceptually as well as geographically, BAUHAUS TV will utilize media technologies like on site screenings, broadcast over the web and television.

BAUHAUS TV was initiated and is supported by ikono.tv.

Anja BRIETZKE, concept und project organization

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## Ikono.tv – a platform for a new experience of art



In December 2005, ikono.tv was founded by Elizabeth Markevitch, who was searching for a way to break barriers and make the visual arts a natural part of everyday life.

Elizabeth Markevitch has brought together a network of artists, art historians, designers, and creative producers in the field of media production to develop ideas and concepts, which adapt the popular media formats television and Internet to redefine them in an artistic way.



This consistent questioning of media conceptions led to the founding of ikono.tv, an experimental room for interdisciplinary collaboration in the conceptual space between exhibition and art publication.

### Programming



Using high quality, digital reproduction and video footage, a visual narrative is developed only by means of cinematic language. In the filmic presentations, the aesthetic language of the artwork takes absolute priority. They are intended to spark interest in and rouse curiosity about the artists and their projects.

The contributions for the program do not resort to added sound or text so that they leave the largest possible space for the visual qualities of the artwork. The artistic positions are combined into curated programs. Details of the artworks are included in the credits that follow. Viewers can follow up on artists and artworks in publications referred to on the ikono.tv website. The broadcast of advertising is incompatible with the artistic concept of the project. As a result ikono.tv has been financed by private donations since its foundation.

In its radical approach to the presentation of art ikono.tv is unique.

### Art becomes part of everyday life



Ikono.tv seizes the opportunities offered by new media as a platform for the experience of art. ikono.tv aspires for the visual arts what the radio achieved for music. Ikono.tv has already been broadcast in HDTV quality via cable and satellite in all of Europe. It was nominated for the Prix EUROPA.

As platform and bridging between the fine arts and the crafts ikono.tv offers an unrivaled opportunity for the advancement of cultural diversity and understanding.

Elizabeth MARKEVITCH, founder of ikono.tv

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